

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Release of Security Interest at Reel/Frame No. 2111/0863	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank, N.A.	FORMERLY The Chase Manhattan Bank	05/18/2005	national association:
RECEIVING PARTY DATA			
Name:	North American Membership Group Inc. (f/k/a NAOG Inc.)		
Street Address:	12301 Whitewater Drive		
Internal Address:	Suite 260		
City:	Minnetonka		
State/Country:	MINNESOTA		
Postal Code:	55343		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 27			
Property Type	Number	Word Mark	
Registration Number:	1206787	NORTH AMERICAN HUNTING CLUB INC.	
Registration Number:	1213653	NORTH AMERICAN HUNTING CLUB	
Registration Number:	1235693	NORTH AMERICAN HUNTING CLUB	
Registration Number:	1608177	NORTH AMERICAN FISHERMAN NORTH AMERICANFISHING CLUB	
Registration Number:	1564199	NORTH-AMERICAN-HUNTING-CLUB	
Registration Number:	1592775	NORTH AMERICAN FISHING CLUB	
Registration Number:	1564020	HUNTERS INFORMATION SERIES	
Registration Number:	1741803	NORTH AMERICAN OUTDOORS	
Registration Number:	1773212	NATIONAL OUTDOORS RADIO PROGRAM	
Registration Number:	1854867	HANDYMAN CLUB OF AMERICA	
Registration Number:	1859293	HANDYMAN CLUB OF AMERICA	
Registration Number:	1844675	F.I.N. AFFILIATE NORTH AMERICAN FISHING CLUB FISHING	

**TRADEMARK**

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REEL: 003099 FRAME: 0762

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		INFORMATION NETWORK
Registration Number:	1860929	AMERICAN HOW-TO
Registration Number:	1926054	FISHING CLUB OF AMERICA
Registration Number:	2017047	ANGLING ON AUDIO
Registration Number:	2031097	NORTH AMERICAN ANGLER VIDEO ADVENTURE
Registration Number:	2082958	COMPLETE ANGLER'S LIBRARY
Registration Number:	2033549	NORTH AMERICAN HUNTING ODYSSEY VIDEO COLLECTION
Registration Number:	2082607	GARDENING HOW-TO
Registration Number:	2082618	NATIONAL HOME GARDENING CLUB
Registration Number:	2259719	NATIONAL HOME GARDENING CLUB
Registration Number:	2082622	OFFICIAL PUBLICATION OF THE NATIONAL HOME GARDENING CLUB GARDENING HOW-TO
Registration Number:	2260114	COOKING CLUB OF AMERICA
Registration Number:	2265732	COOKING PLEASURES
Registration Number:	2464706	NORTH AMERICAN SPORTSMAN'S CLUB
Registration Number:	2371830	PURSUIT VIDEO SERIES
Registration Number:	2186919	NATIONAL HOME GARDENING CLUB

#### CORRESPONDENCE DATA

Fax Number: (714)755-8290

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Email: ipdocket@lw.com

Correspondent Name: Latham & Watkins LLP

Address Line 1: 650 Town Center Drive

Address Line 2: Suite 2000

Address Line 4: Costa Mesa, CALIFORNIA 92626

NAME OF SUBMITTER:	Rhonda DeLeon
Signature:	/Rhonda DeLeon/
Date:	06/08/2005

Total Attachments: 11

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RELEASE OF SECURITY INTEREST IN  
INTELLECTUAL PROPERTY COLLATERAL

This RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL, dated as of May 18, 2005 (this "Release"), is made by JPMORGAN CHASE BANK, N.A. (formerly known as The Chase Manhattan Bank), as administrative agent (the "Administrative Agent") under the Credit Agreement referred to below (terms used in this Release and not herein defined shall have the meanings set forth in the Credit Agreement).

WHEREAS, North American Membership Group Inc. (formerly known as NAOG Inc.; the "Borrower") entered into that certain Credit Agreement, dated as of October 8, 1999 (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), by and among the Borrower, North American Membership Group Holdings Inc. (formerly known as North American Outdoor Group, Inc.; "Holdings"), NF Holdings Inc., the Lenders party thereto and the Administrative Agent, pursuant to which Credit Agreement the Lenders made extensions of credit to the Borrower;

WHEREAS, the Borrower, Holdings and the other Loan Parties granted security interests in certain property pursuant to that certain Security Agreement, dated as of October 8, 1999 (the "Security Agreement"), by and among the Borrower, Holdings, certain subsidiaries listed on the signature pages thereto and the Administrative Agent, attached as Annex I hereto; and

WHEREAS, the Security Agreement was recorded in the U.S. Patent and Trademark Office;

NOW THEREFORE, the Administrative Agent hereby **RELEASES**, without representation, recourse or warranty whatsoever, all of its security interest in the collateral granted pursuant to the Security Agreement, including, without limitation, the collateral listed on the schedules attached to the Security Agreement.

The Administrative Agent agrees, at the Borrower's expense, to cooperate with the Borrower and to provide the Borrower with the information and additional authorization necessary to effect the release of the Administrative Agent's security interest in the released collateral described herein.

IN WITNESS WHEREOF, the Administrative Agent has executed this Release as of the date first above written.

JPMORGAN CHASE BANK, N.A.,  
as Administrative Agent

By: Kathryn A. Duncan  
Name: KATHRYN A. DUNCAN  
Title: VICE PRESIDENT

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF New York

COUNTY OF New York

On this 17<sup>th</sup> day of May, 2005, before me, the undersigned, a Notary Public in and for the state aforesaid, personally appeared Kathryn A. Duncan to me known personally, and who, being by me duly sworn, deposes and says that s/he is the Vice President of the Administrative Agent as described in and which executed the above instrument, and s/he has been authorized to execute said instrument on behalf of said entity pursuant to said authority.

IN WITNESS WHEREOF, I hereto set my hand and official seal.



Notary Public

My commission expires:

ELSA V. GRIFFITH

Notary Public, State of New York

No. 01GR4838119

Qualified in Kings County

Commission Expires March 30, 2007

Annex I

**U.S. Trademark Registrations**  
(as of August 10, 1999)

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Aff.</u> (filed or due)	<u>Renewal</u>	<u>Goods/Services</u>
AMERICAN HOW-TO	1,860,929	11/01/94	11/01/00	11/01/04	Magazine concerning home repairs and improvements, in Cl. 16
ANGLING ON AUDIO	2,017,047	11/19/96	11/19/02	11/19/06	Pre-recorded audio tapes featuring programs directed to fishing, in Cl. 9
COMPLETE ANGLER'S LIBRARY	2,082,958	07/29/97	07/29/03	07/29/07	Series of books in the field of fishing, in Cl. 16
*COOKING CLUB OF AMERICA	2,260,114	07/06/99	07/06/05	07/05/09	General information clearing house relating to foods and cooking; promoting the goods and services of others through providing discounts on merchandise in the field of cooking, in Cl. 35; and  Cooking club services, Cl. 42
COOKING PLEASURES	2,265,732	07/27/99	07/27/05	07/27/09	Magazines in the fields of food and cooking, in Cl. 16
F.I.N. AFFILIATE NORTH AMERICAN FISHING CLUB FISHING INFORMATION NETWORK and Design	1,844,675	07/12/94	07/12/00	07/12/04	Promoting the goods and services of others through the dissemination of fishing-related information via a national network of angling experts, in Cl. 35, and  Association services, namely, promoting the interests of anglers, in Cl. 42

\* Supplemental Register



<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Aff.</u> (filed or due)	<u>Renewal</u>	<u>Goods/Services</u>
FISHING CLUB OF AMERICA	1,926,054	10/10/95	10/10/01	10/10/05	Club services, namely, furnishing a forum for discussing matters relating to angling, in Cl. 42
*GARDENING HOW-TO	2,082,607	07/22/97	07/22/03	07/22/07	Magazines, pamphlets, leaflets, printed instructional, educational and teaching materials and a series of non-fictional books, all in the field of gardening, landscaping, horticulture and outdoor projects, in Cl. 16
*HANDYMAN CLUB OF AMERICA	1,859,293	10/18/94	10/18/00	10/18/04	Information services; namely, the receipt of expertise from participating members, testing opportunities for trial and testing of do-it-yourself related products, travel discounts, and account services via telephone in the field of do-it-yourself and home repair information, in Cl. 37; and
HANDYMAN CLUB OF AMERICA and Design	1,854,867	09/20/94	09/20/00	09/20/04	Club for non-professionals in the field of do-it-yourself projects and home improvement projects, in Cl. 42
					Information services in the field of do-it-yourself and home repair information, in Cl. 37; and
**HUNTERS INFORMATION SERIES	1,564,020	10/31/89	8	10/31/09	Club for non-professionals in the field of do-it-yourself projects and home improvement projects, in Cl. 42
					Books on hunting, in Cl. 16

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\* Supplemental Register

\*\* Supplemental Register

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Aff.</u> (filed or due)	<u>Renewal</u>	<u>Goods/Services</u>
*NATIONAL HOME GARDENING CLUB	2,082,618	07/22/97	07/22/03	07/22/07	Magazines, pamphlets, leaflets, printed instructional, educational and teaching materials and a series of non-fictional books, all in the field of gardening, landscaping, horticulture and outdoor projects, in Cl. 16;
					Clothing; namely, caps, T-shirts and sweatshirts, in Cl. 25;
					General information clearing house relating to gardening, landscaping, horticulture and outdoor projects, and promoting the goods and services of others through the distribution of discount cards, in Cl. 35; and
					Gardening club for non-professional gardeners in the fields of gardening, landscaping, horticulture and outdoor projects, in Cl. 42
					Gardening tools, namely, garden shears, weeders, shovels and cultivators for use in the home, yard and garden, in Cl. 8;
					Magazines, pamphlets and a series of non-fictional books, all in the fields of gardening, landscaping, horticulture and outdoor projects, in Cl. 16;
					Clothing, namely T-shirts, Cl. 25;
					General information clearing house relating to gardening, landscaping, horticulture and outdoor projects, and promoting the goods and services of others through the distribution of discount cards, in Cl. 35;

NATIONAL HOME  
GARDENING CLUB  
and Design

2,186,919

09/01/98

09/01/04

09/01/08

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Aff.</u> (filed or due)	<u>Renewal</u>	<u>Goods/Services</u>
NATIONAL HOME GARDENING CLUB and Design	2,259,719	07/06/99	07/06/05	07/06/09	Credit card services and insurance agencies in the field of life insurance, in Cl. 36; and Gardening club for non-professional gardeners in the fields of gardening, landscaping, horticulture and outdoor projects, in Cl. 42
NATIONAL OUTDOORS RADIO PROGRAM and Design	1,773,212	05/25/93	8 & 15	05/25/03	Pre-recorded video tapes in the field of gardening, landscaping, horticulture and outdoor projects, in Cl. 9
NORTH AMERICAN ANGLER VIDEO ADVENTURE	2,031,097	01/14/97	01/14/03	01/14/07	Entertainment in the nature of an ongoing radio program, in Cl. 41
NORTH AMERICAN FISHERMAN NORTH AMERICAN FISHING CLUB and Design	1,608,177	07/31/90	8 & 15	07/31/00	Pre-recorded video tapes about angling, in Cl. 9
NORTH AMERICAN FISHING CLUB and Design	1,592,775	04/24/90	8 & 15	04/24/00	Magazines on fishing, in Cl. 16
					Hand tools, namely, manually-operated knife sharpeners, in Cl. 8;
					Fishing magazines, in Cl. 16;
					Clothing, namely, caps, in Cl. 25; and
					Indicating membership in a fishing club, in Cl. 200

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Aff.</u> (filed or due)	<u>Renewal</u>	<u>Goods/Services</u>
NORTH AMERICAN FISHING CLUB and Design	2,043,385	03/11/97	03/11/03	03/11/07	Jewelry, namely, rings, pins and watches, in Cl. 14
NORTH AMERICAN HUNTING CLUB and Design	1,213,653	10/19/82	8 & 15	10/19/02	Indicating membership in a hunting club, in Cl. 200
NORTH AMERICAN HUNTING CLUB and Design	1,235,693	04/26/83	8 & 15	04/26/03	Hunting magazines, in Cl. 16
NORTH-AMERICAN- HUNTING-CLUB and Design	1,564,199	11/07/89	8 & 15	11/07/09	Hunting knives, in Cl. 8; Firearms, in Cl. 13; Metal belt buckles made in whole or in part of precious metal, in Cl. 14; and Clothing, namely, caps, in Cl. 25
NORTH AMERICAN HUNTING CLUB INC. and Design	1,206,787	08/31/82	8 & 15	08/31/02	Assisting members in obtaining discounts on hunting equipment at participating merchants, in Cl. 35; Organizing hunting trips, in Cl. 39; Operating a hunting reserve, in Cl. 41; and Maintaining a registry of big game, in Cl. 42
NORTH AMERICAN HUNTING ODYSSEY VIDEO COLLECTION	2,033,549	01/28/97	01/28/03	01/28/07	Video tapes featuring hunting, in Cl. 9

TRADEMARK

REEL: 003099 FRAME: 0773

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Aff.</u> (filed or due)	<u>Renewal</u>	<u>Goods/Services</u>
NORTH AMERICAN OUTDOORS	1,741,803	12/22/92	8 & 15	12/22/02	Education and entertainment services; namely, the production of continuing television and radio programs relating to hunting and fishing, in Cl. 41
* OFFICIAL PUBLICATION OF THE NATIONAL HOME GARDENING CLUB GARDENING HOW-TO (Stylized)	2,082,622	07/22/97	07/22/03	07/22/07	Magazines, pamphlets, leaflets, printed instructional, educational and teaching materials and a series of non-fictional books, all in the field of gardening, landscaping, horticulture and outdoor projects, in Cl. 16

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\* Supplemental Register

[NYCorp;933370\_1.WPD;4443D:10/13/1999-5:24p]

**U.S. Trademark Applications**  
**(as of September 21, 1999)**

<b><u>Mark</u></b>	<b><u>Serial No.</u></b>	<b><u>Filing Date</u></b>	<b><u>Goods/Services</u></b>
FISHING INFORMATION NETWORK	Awaiting filing receipt		Promoting the goods and services of others through the dissemination of fishing-related information via a national network of angling experts, in Cl. 35; and Association services, namely, promoting the interests of anglers, in Cl. 42
NORTH AMERICAN SPORTSMAN'S CLUB	75/527106	07/27/98	Club for non-professionals in the field of fishing and hunting, in Cl. 42
PURSUIT VIDEO SERIES	75/657149	03/10/99	Pre-recorded video tapes in the field of hunting, in Cl. 9

**TRADEMARK**

**REEL: 003099 FRAME: 0775**